



## Assessment 3 Information

<b>Subject Code:</b>	TECH4200
<b>Subject Name:</b>	Website Development
<b>Assessment Title:</b>	Presentation – Application
<b>Assessment Type:</b>	Individual
<b>Word Count:</b>	10 Minutes (+/-10%)
<b>Weighting:</b>	40 %
<b>Total Marks:</b>	40
<b>Submission:</b>	Via MyKBS
<b>Due Date:</b>	Week 13

## Your Task

This assessment is to be completed individually. In this assessment, you will develop a presentation-based assessment where students are provided with a website containing HTML, CSS, and JavaScript code. You will be required to analyse website-related problems and communicate their solutions to diverse organisational stakeholders through a recorded presentation.



## Assessment Description

The assessment will provide students with a website that contains HTML, CSS, and JavaScript code. Students will be required to thoroughly analyse the website to identify and analyse various website-related problems in terms of design, functionality, performance, security, and user experience. They will then create a recorded presentation to effectively communicate the identified problems and propose well-justified solutions to address them. The presentation should be tailored to diverse organisational stakeholders and emphasise the importance of the proposed solutions.

This assessment aims to achieve the following subject learning outcomes:

LO4	Analyse website-related problems and communicate their solutions to diverse organisational stakeholders.
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## Assessment Instructions

1. **Submission:** You must submit your presentation in a recorded video format using MyKBS. You aren't required to submit the presentation slides as your slides and your face will be present in the video recording.
2. **Assessment Task:**
  - a) Access the provided website source code, which includes HTML, CSS, and JavaScript files.
  - b) Perform a comprehensive analysis of the website to identify and analyse website-related problems across different aspects, such as design, functionality, performance, security, and user experience.
  - c) Prepare a recorded presentation using presentation software or screen recording tools to communicate the identified problems effectively.
3. The presentation should include the following sections:
  - a) Introduction: Provide an overview of the website's purpose and context.
  - b) Identified Problems: Clearly present and analyse the website-related problems you have identified during your analysis, covering design, functionality, performance, security, and user experience.
  - c) Impact and Implications: Describe the potential impact of these problems on user satisfaction, organisational goals, and business outcomes.
  - d) Proposed Solutions: Offer well-justified and innovative solutions to address the identified problems, considering technical feasibility, industry best practices, and organisational constraints.
  - e) Targeted Stakeholders: Tailor your presentation to diverse organisational stakeholders, adapting the communication style and technical details to suit their needs and level of technical understanding.
  - f) Conclusion: Summarise the key findings, emphasise the importance of addressing the identified problems, and highlight the potential benefits of implementing the proposed solutions.
4. Please refer to the assessment marking guide to assist you in completing all the assessment criteria.



## Important Study Information

### Academic Integrity and Conduct Policy

<https://www.kbs.edu.au/admissions/forms-and-policies>

KBS values academic integrity. All students must understand the meaning and consequences of cheating, plagiarism and other academic offences under the Academic Integrity and Conduct Policy.

Please read the policy to learn the answers to these questions:

- What is academic integrity and misconduct?
- What are the penalties for academic misconduct?
- How can I appeal my grade?

### Late submission of assignments (within the Assessment Policy)

<https://www.kbs.edu.au/admissions/forms-and-policies>

Number of days late	Penalty
1* - 9 days	5% per day for each calendar day late deducted from the total marks available.
10 - 14 days	50% deducted from the total marks available.
After 14 days	Assignments submitted more than 14 calendar days after the due date will not be accepted and the student will receive a mark of zero for the assignment(s) unless special consideration, reasonable adjustment or an alternative factor related to compassionate circumstances is approved and applied.

*\*Assignments submitted at any stage within the first 24 hours after the deadline will be considered to be one day late and therefore subject to the associated penalty.*

### Length Limits for Assessments

Penalties may be applied for assessment submissions that exceed prescribed limits.

### Study Assistance

Students may seek study assistance from their local Academic Learning Advisor or refer to the resources on the [MyKBS Academic Success Centre](#) page. Further details can be accessed at <https://elearning.kbs.edu.au/course/view.php?id=1481>



## Generative AI Traffic Lights

Please see the level of Generative AI that this assessment is Level 2 has been designed to accept:

Traffic Light	Amount of Generative Artificial Intelligence (GenerativeAI) usage	Evidence Required	This assessment (✓)
Level 1	<p><b><u>Prohibited:</u></b></p> <p><b>No GenerativeAI allowed</b></p> <p>This assessment showcases your individual knowledge, skills and/or personal experiences in the absence of Generative AI support.</p>	<p>The use of generative AI is <b>prohibited</b> for this assessment and may potentially result in penalties for academic misconduct, including but not limited to a mark of zero for the assessment.</p>	
Level 2	<p><b><u>Optional:</u></b></p> <p><b>You may use GenerativeAI for research and content generation that is appropriately referenced.</b></p> <p><b><i>See assessment instructions for details</i></b></p> <p>This assessment allows you to engage with Generative AI as a means of expanding your understanding, creativity, and idea generation in the research phase of your assessment and to produce content that enhances your assessment. I.e., images. <b>You do not have to use it.</b></p>	<p>The use of GenAI is <b>optional</b> for this assessment.</p> <p>Your collaboration with GenerativeAI <b>must be clearly referenced</b> just as you would reference any other resource type used. <b>Click on the link below to learn how to reference GenerativeAI.</b></p> <p><b><u><a href="https://library.kaplan.edu.au/referencing-other-sources/referencing-other-sources-generative-ai">https://library.kaplan.edu.au/referencing-other-sources/referencing-other-sources-generative-ai</a></u></b></p> <p>In addition, you <b>must</b> include an appendix that documents your GenerativeAI collaboration including all prompts and responses used for the assessment.</p> <p>Unapproved use of generative AI as per assessment details during the content generation parts of your assessment may potentially result in penalties for academic misconduct, including but not limited to a mark of zero for the assessment. Ensure you follow the specific assessment instructions in the section above.</p>	✓
Level 3	<p><b><u>Compulsory:</u></b></p> <p><b>You must use GenerativeAI to complete your assessment</b></p> <p><b><i>See assessment instruction for details</i></b></p> <p>This assessment fully integrates Generative AI, allowing you to harness the technology's full potential in collaboration with your own expertise.</p> <p>Always check your assessment instructions carefully as there may still be limitations on what constitutes acceptable use, and these may be specific to each assessment.</p>	<p>You will be <b>taught how</b> to use generative AI and assessed on its use.</p> <p>Your collaboration with GenerativeAI <b>must be clearly referenced</b> just as you would reference any other resource type used. <b>Click on the link below to learn how to reference GenerativeAI.</b></p> <p><b><u><a href="https://library.kaplan.edu.au/referencing-other-sources/referencing-other-sources-generative-ai">https://library.kaplan.edu.au/referencing-other-sources/referencing-other-sources-generative-ai</a></u></b></p> <p>In addition, you <b>must</b> include an appendix that documents your GenerativeAI collaboration including all prompts and responses used for the assessment.</p> <p>Unapproved use of generative AI as per assessment details during the content generation parts of your assessment may potentially result in penalties for academic misconduct, including but not limited to a mark of zero for the assessment. Ensure you follow the specific assessment instructions in the section above.</p>	



## Assessment Marking Guide

Marking Criteria ____  40 marks	F (Fail) 0 – 49%	P (Pass) 50 – 64%	C (Credit) 65 – 74%	D (Distinction) 75 – 84%	HD (High Distinction) 85 – 100%
<b>Identification of Website Problems</b>  ____  8 marks	Limited or superficial identification of website-related problems; lacks a comprehensive analysis across different aspects (design, functionality, performance, security, user experience).	Identifies some website-related problems, but the analysis may be incomplete or lacks depth in analysing different aspects.	Identifies and analyses a range of website-related problems across different aspects, demonstrating a thorough understanding of their implications.	Identifies and thoroughly analyses a comprehensive range of website-related problems across different aspects, providing detailed insights into their implications and potential solutions.	Identifies and extensively analyses a wide range of website-related problems across different aspects, offering a deep understanding of their implications, innovative solutions, and considering industry best practices and emerging trends.
<b>Proposed Solutions</b>  ____  8 marks	Offers inadequate or impractical solutions that do not effectively address the identified problems or lack innovative thinking.	Provides basic solutions to some of the identified problems, but they may lack depth or fail to consider technical feasibility, industry best practices, or organisational constraints.	Offers well-justified and feasible solutions to address most of the identified problems, demonstrating critical thinking and considering technical feasibility, industry best practices, and organisational constraints.	Offers comprehensive and innovative solutions, addressing all major identified problems with thoughtful consideration of technical feasibility, industry best practices, and organisational constraints.	Provides exceptional and highly creative solutions, showcasing expert problem-solving skills and proposing innovative approaches to address even the most complex issues, considering emerging trends and setting new standards for website problem-solving.
<b>Impact and Implications</b>	Fails to analyse or effectively communicate the potential impact of the identified problems on	Provides limited or superficial analysis of the impact of the identified problems, lacking insights into	Offers a well-considered analysis of the impact of the identified problems, highlighting their	Offers a comprehensive analysis of the impact of the identified problems, demonstrating a deep	Provides an exceptional analysis of the impact of the identified problems, showcasing an expert

<p>____  8 marks</p>	<p>user satisfaction, organisational goals, or business outcomes.</p>	<p>their implications for user satisfaction, organisational goals, or business outcomes.</p>	<p>implications for user satisfaction, organisational goals, and business outcomes.</p>	<p>understanding of their implications for user satisfaction, organisational goals, and business outcomes.</p>	<p>understanding of their implications for user satisfaction, organisational goals, and business outcomes, setting new standards for impact analysis.</p>
<p><b>Communication to Diverse Stakeholders</b></p> <p>____  6 marks</p>	<p>Presents the findings in a disorganized or confusing manner, making it challenging for diverse stakeholders to comprehend the issues and proposed solutions.</p>	<p>Communication is somewhat clear, but it may lack adaptation of technical details and appropriate terminology for diverse stakeholders.</p>	<p>Presents the findings clearly and effectively, adapting the communication style and using appropriate terminology for diverse stakeholders, ensuring better comprehension and engagement.</p>	<p>Presents the findings with exceptional clarity and coherence, using language and visuals tailored to diverse stakeholders, resulting in a highly engaging and impactful presentation.</p>	<p>Presents the findings with outstanding clarity, coherence, and eloquence, effectively communicating complex technical details to diverse stakeholders, impressing them with the level of understanding and professionalism in presenting the solutions.</p>
<p><b>Presentation Quality</b></p> <p>____  10 marks</p>	<p>Presentation quality is poor, with significant issues in recording, audio, or visual elements that hinder effective communication.</p>	<p>Presentation quality is acceptable but may have minor issues in recording, audio, or visual elements.</p>	<p>Presentation quality is good, with clear audio, visuals, and a well-organised structure that supports effective communication.</p>	<p>Presentation quality is high, with seamless audio, visuals, and an engaging structure that enhances the effectiveness of communication.</p>	<p>Presentation quality is exceptional, with flawless audio, visuals, and an exceptionally captivating structure that elevates the communication to an art form, setting new standards for presentation excellence.</p>

Feedback and grades will be released via MyKBS